



CITY OF BEND

# Minutes

**Bend Economic Development Advisory Board (BEDAB)**

**Monday, May 1, 2017**

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**BEDAB Meeting commenced at 12:02 pm.**

**Roll Call:** Dale VanValkenburg, Jamie Klopp, Keith Dodge, Stephanie Senner, and Wendy McGrane

Tom Rowley, Jamie Christman, Kevney Dugan, Steve Curley - ex officio

Councilors: Sally Russell

## **1. Public Input**

None.

## **2. Approve April 17, 2017 Meeting Minutes**

Approved.

## **3. Community Development Dept. Fee Study – Russ Grayson & Jesse Thomas**

Dale mentioned that Advocacy heard full presentation and increases were minor. SDCs are more of a concern.

Results of fees study and info from budget. Asking for a recommendation from BEDAB to take to Budget Committee meetings. Done in past. Presented at Advocacy last week. Explained the five core service areas. Building Safety, Planning, Private Development Engineering, Code Enforcement, Development Services. Department is deeply involved in UGB expansion, OSU/Cascades, Affordable Housing, and LEAP IIPA implementation.

9-10,000 permits issued per year. Approximately 70 staff. They are a regulatory agency. Projects are becoming more complex. More staff time per application.

Numbers are leveling after fast growth after recession. Feel close to proper staffing levels. Healthy market is 800-1,000 home permits. Matches our growth trends. Earlier bubble was 2,500. 50% of residential permits out in 30 days. Using data to drive business and refine staffing.

Funding sources: 95% fee supported. Code enforcement completely general fund funded. Get a bit of general funds funding for other things like training/meetings/front desk general questions. Reserves: Goal is to have 18 months of operating costs set aside in reserves.

Money comes in upfront yet need to perform work for 6-14 months out. Also want to have staff when people need help (front counter). Looking at data and making sure core staff can make it through a recession.

Just did fee study for engineering, planning and building. Identified core business process, established actual costs of service, added in indirect costs also covered reserves. Compared permit costs and staffing. Permit costs in line. Staffing a bit low.

Building Safety: no increase FY17/18 and FY18/19

Planning: 2% for both fiscal years.

Private Development Engineering: 5% for both fiscal years.

Wendy asked what would be an example of fees needing to be changed or added. Russ: Based on number of sheets not square footage. Refined sidewalk fees. Small repair – new fee that is lower. Blasting, rock crushing, night work, tree removal/new street tree, etc. Performing work before but no fees.

Wendy – what businesses are going to be impacted by these changes? Land development. But a lot is covered in infrastructure permits. These are more for one offs.

Stephanie said she was more worried about small business owners who don't know codes, planning review. Larger businesses understand. Opportunity for partnerships to educate. Maybe Chamber or non-profits can help educate.

Russ: when looking at new ERP system will look at all processes. Trying to streamline and create good efficiencies.

Stephanie asked if City Council is still working on sidewalks to nowhere. Councilor Russell responded that need to be built but be most efficient. Work session first. City Engineer is looking at code.

Keith Dodge: asked about the sidewalk example. Russ said there was one fee that was higher for a bigger job. Added a smaller fee now for small repair not affecting ADA.

Dale/Ben: Advocacy's only concern was over length of reserve, 18 months. Stephanie: increase of 5% seems reasonable but coming after perception of huge increase. Having to cover ADA issues etc. Worked with DEQ to lessen requirement on roadway standards.

Motion:

Ben - What about general fund allocation? Russ: covers front counter general services, pre apps, planner dedicated to developing development code. Also transportation and SDC discussion plans. Jesse: if planning lost general funding, there would be a 25% cost increase on fees.

Dale asked how solid is general fund contribution? Russ said there had been no conversation about it this budget period. Dale: Letter of support of fee increases but add don't take away general funding and cause 25% increase.

**Motion: Keith moved to support fee increases and general fund allocation. Wendy seconded. Approved. Bend will draft letter.**

#### **4. Central Oregon Film Office Update – Sandy Henderson**

Update over last year. Because public meeting can't say names and \$ amounts due to confidentiality.

Photo-shoot: Fortune 500 clothing retailer. Cove Palisades State Park/Billy Chinook, Fort Rock, Ranch at the Canyons (can't shoot at Smith Rock). Two weeks ago.

Last week: National outdoor magazine  
Benham and Dillon Falls, Downtown Bend, Crux Fermentation Project, Pilot Butte.  
Came Monday, stayed at Oxford. July issue and cover story.  
\$35,000 into community. Hired local people.

Fortune 100 company. Interview with Deschutes Brewery on their use.  
Hired local people.

COFO provides location scouting, tech scouting, permit assistance, accommodation recommendations, crew hire recommendation, introductions to USFS and State Park staff, production vehicle assistance.

Local jobs: may include production assistant, photography assistant, caterer, driver, drone operator, talent, location scouts, certified road flaggers. Wages range from \$250-\$1,500/day.

What's coming up: Feature Film. 90% local. Budget of \$350,000, September 2017.  
Another (\$15 million budget) in January 2018. About 80-85% of budget stays here.

Shoe campaign, Japanese recreational reality program. UK Science program (Fort Rock, Billy Chinook).

Education component (funding from Mt Bachelor and US Bank). Job shadowing and empowerment skills. 6 students from Mountain View High and 6 students from LaPine. Give them skills. Very determined and focused.

Visit Bend: for all lodging that happens in Bend based on project, 100% of funding that would flow through Visit Bend goes to COFO. Over next 3 years with no cap.

Total economic impact to Central Oregon primarily off season \$646,250. Bend \$455,000.

Steve asked if COFO charges. Generally not. They are an economic development office. But can recoup some costs if possible especially for location scouting. Fine line to walk.

Yeti Coolers was looking at Bend or Tahoe for next shoot. Contacted Sandy last July. Fly fishing, mountain biking, white water kayaking, rock climbing. Ben will email out link. Sparks Lake. Big Eddie, Cougar Bluff (Tumalo Falls). Crew of 30 people here for 10 days. \$276,000. Hired local.

Promote, Partner and Protect. Protect is important and she will not bring certain projects in. Must be a positive impact.

Stephanie asked if eligible for cultural tourism fund. Kevney questioned whether it is the right opportunity for that funding. Grant should be dialed in. Movies may not happen. Not mutually exclusive. Seems more like job creation in addition to lodging.

## **5. Bend Chamber of Commerce Update – Katy Brooks & Jamie Christman**

Update: 7 months on the job. Talking with lots of folks. Asking what they want the Chamber to focus on. What is role of the Chamber?

What is Bend's business ethos?

Train new leaders.

Work with partners.

What is most appropriate for Chamber?

Creating engaged members. Engaged business sector.

Public policy, growth, opportunities, challenges. Very diverse.

Provide high value events: celebrating the human experience.

Information you can use: real estate development luncheon.

Recognition: woman of the year and others who don't get recognition.

Resources, initiatives and programs: hone down what delivering. How to improve business and be successful.

Advocacy function in full spectrum of business community: Legislative state level and city.

Build leaders: Leadership Bend, Young Professionals.

Next 2-3 years.

Cross section stakeholder group. 1-2 from each category. Focus on implementing and manage change.

- Advocate for business community.
- More housing inventory.
- Transportation system. What is long term plan? What is mode mix that will work for businesses and community? Will work with city on its transportation system plan committee. Can understand and advocate.

- Prime the workforce pipeline. Partnering with Better Together. Education to Employment. E2E. Focused work session with 20 employers. Liaison between business community, COCC, COIC, OSU, ECWIB, etc.  
What institution meets needs best? Make introductions. Help prepare.  
June 6<sup>th</sup> event: E2E kickoff event: With COCC, OSU, and other education service districts and community organizations.

Already doing. Advocating.

Create zones. Create physical boundary around section that want to work. e.g. Innovation Zone. Can couple with opportunity zone. Leverage all together to go after funding. Not a Chambers initiative. Innovation fair day July 13<sup>th</sup>. Opportunity Knocks is putting on.

Being a good partner to/with others.

Communicate value. Branding program. Measure success.

Stephanie: great output of meeting.

Dale intrigued by innovation section. Ben can update on Council meeting.

Stephanie to have designation is good. Because infrastructure is important. High costs for high speed fiber. Also appreciates partnerships with education.

Steve: companies want to be where innovation is happening. Good attractor.

Councilor Russell asked if there was any discussion for Bend Chamber being a hub for EDCO, Tech Alliance, etc. Katy: need to prove partnerships work first. How lend support and see others succeed. Then later alliances.

Tom Rowley announced leaving May 30. Moving to Business Oregon. Position will be coming open at EDCO.

**Adjourned at 1:55 pm**